

HELP, I'VE GONE VIRAL!





*Help, I've gone viral!
is a funny and
surprising journey
where people are
united across
cultures, languages
and traditions over
food and music.*



Details

Title: Help, I've gone viral!
Format: 1080p (4K if required) (25fps)
Sound Format: Stereo / 5.1
Production Co.: GonzoDocs
Year of Production: 2021
Genre: Documentary Comedy
Duration: 52 min
Language: Indonesian, English, Norwegian
Subtitles: English / Indonesian
Copyright: ©GonzoDocs / Ambolt Audio



Key Crew

Director	Audun Amundsen
Co-director	Petter Heggen
Producer	Audun Amundsen / GonzoDocs
Co-producers	Nick Calpakdjian & Mark Olsen
Manuscript	Fredrik H. Akselsen, Audun Amundsen and Audun Kvitland Røstad
Production assistants	Audun Kvitland Røstad & Yournes Sari
Cinematography	Audun Amundsen
Editor	Nick Calpakdjian
Composer	Are Åberg
Sound Design	Are Åberg, Audun Kvitland Røstad, Jørgen Meyer
Colorist	Aldrian
Motion graphics	Bindiar Brothers
Post Coordinator	Alinda Rimaya



Watch the Trailer [here](https://vimeo.com/392911641)

(<https://vimeo.com/392911641>)





Synopsis

Help I've gone viral! is a short feelgood documentary about Audun Kvitland who makes a love song about an Indonesian food dish called Nasi Padang after having been on vacation in the country.

The song goes viral and is immediately heard by millions after he posted it on Youtube. Kvitland is invited back to Indonesia not knowing what to expect, but immediately after landing, he is greeted by a hallway of drummers at the airport.

From then on he undertakes a funny, quirky and unexpected journey where people are united across cultures, languages and traditions over food and music.





SCREENED AT THE FOLLOWING FESTIVALS	COUNTRY
Hot Docs 2021	Canada
North West Fest 2021	Canada
Providence Children's Film Festival 2020	USA
Canberra Short Film Festival 2020	Australia
Nordische Filmtage Lübeck 2020	Germany
Kosmorama International Film Festival 2020	Norway
Dili International Filmfestival 2020	East Timor
Fênetres Sur Courts Dijon 2020	France
Grimstad kortfilmfestival 2020	Norway
Nordic/Docs Fredrikstad 2020	Norway
Balinale - Bali IFF 2021	Indonesia

Recent Press

Film and TV Now	Interview	https://www.filmandtvnow.com/interview-special-audun-amundsen-audun-kvitland-rostad-help-ive-gone-viral/
Viddy Well	Interview	https://www.viddy-well.com/articles/audun-amundsen-interview-help-ive-gone-viral
UK Film Review	Review	https://www.ukfilmreview.co.uk/post/help-i-ve-gone-viral-short-film-review
Minnis2society	Interview	https://minnis2society.com/2021/05/14/spotlight-help-ive-gone-viral-star-and-director-speak-to-us/
Videoblogg Press	Interview	https://www.videoblogg.com/Video/Detail/14052
Movie Blogger	PR	https://www.movie-blogger.com/audun-amundsens-short-film-help-ive-gone-viral-focuses-on-a-man-who-goes-viral-after-making-a-song-about-nasi-padang/
Arts Muse Magazine	PR	https://artsmusemagazine.com/2021/05/13/audun-amundsens-short-film-help-ive-gone-viral-focuses-on-a-man-who-goes-viral-after-making-a-song-about-nasi-padang/
Film and Television Business	PR	https://film-business.com/2021/05/13/audun-amundsens-film-help-ive-gone-viral-focuses-on-a-man-who-goes-viral-after-making-a-song-about-nasi-padang/
CNN Indonesia	Interview	https://www.cnnindonesia.com/tv/20210607103314-411-651110/video-nasi-padang-gone-viral-insight-with-desi-anwar
Just Celebrity	PR	https://justcelebritymag.com/2021/05/28/audun-amundsens-short-film-help-ive-gone-viral-focuses-on-a-man-who-goes-viral-after-making-a-song-about-nasi-padang/

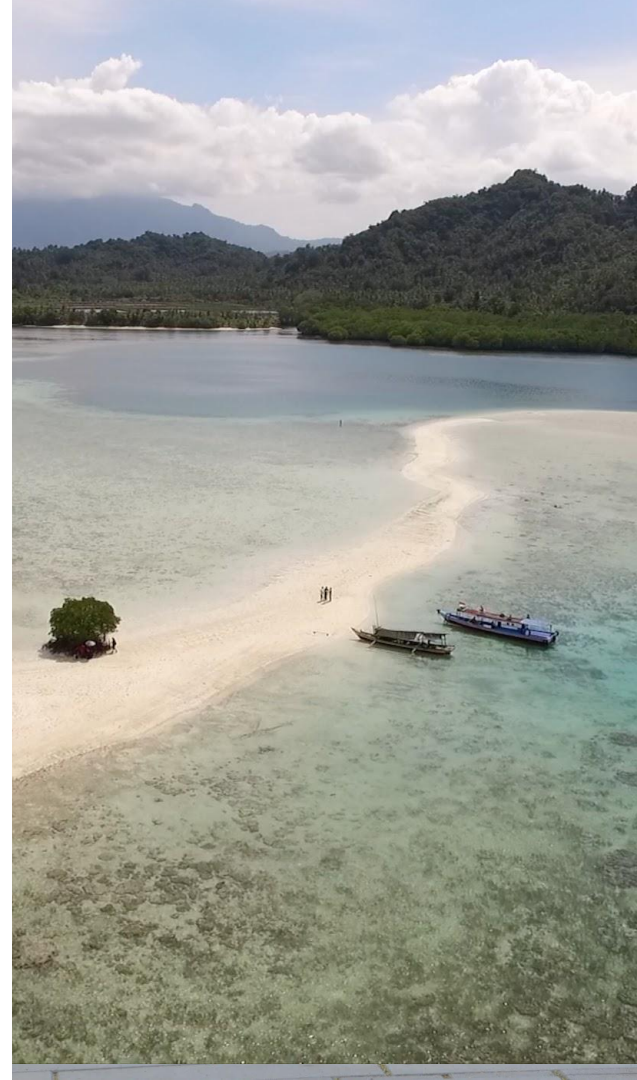
Directors Statement

Help, I've gone viral! will take the viewer on an unusual journey through Indonesian culture as Kvitland starts to experiment with his sudden and unexpected fame. At first Kvitland gets overwhelmed and nervous by the uncontrollable attention, and he is constantly challenged by new happenings and invitations, but eventually he manages to take control over his own fears.

Kvitland's kind and almost naive appearance makes the Indonesian people love him, and he starts to build his social media channels to spread music and happiness.

This documentary will amaze and amuse the viewer with all the quirky and crazy situations that arise because of the unpredictabilities of social media. Kvitland guides the viewer with his voiceover throughout the film and real social media comments pop up along the way. The backdrop of social media describes a contemporary situation that affects almost everyone on the planet, and this story makes people aware of its magnitude.

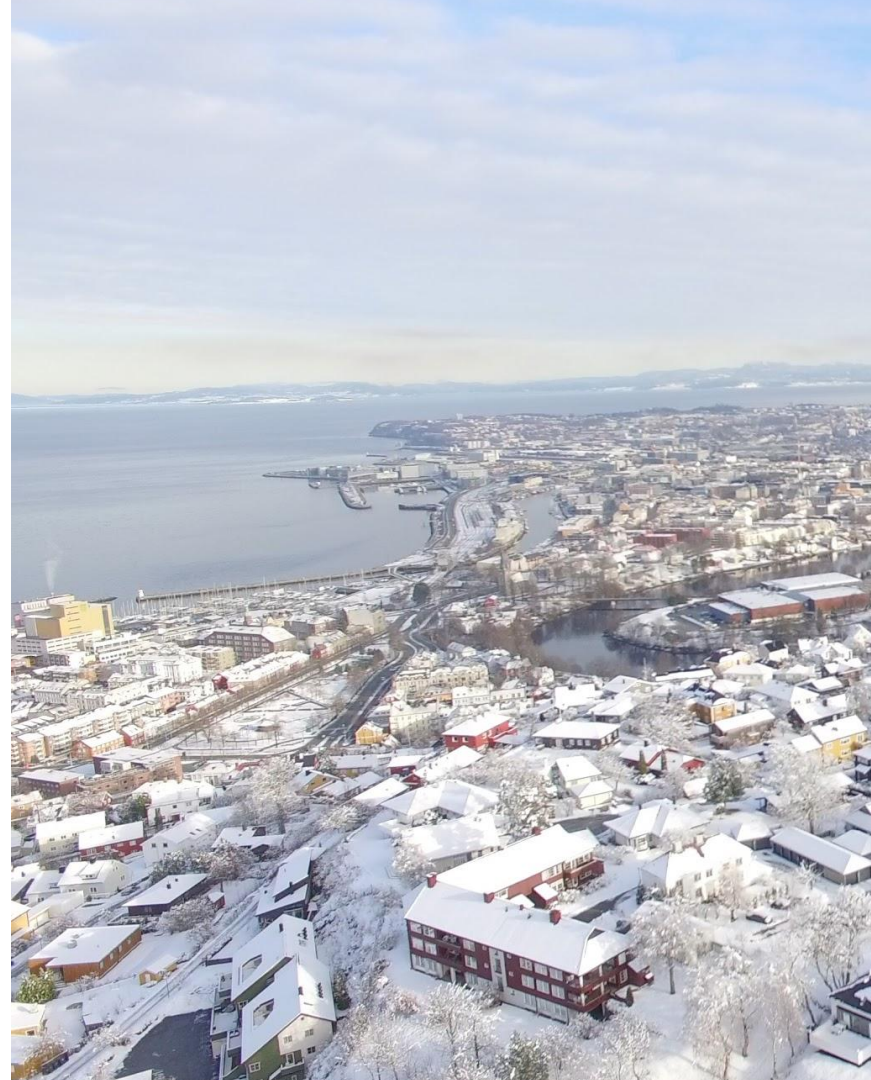
Having spent several years in Indonesia on other projects, I have come to love the country and its people as my own. When the viral incident of Kvitland occurred, I saw a huge potential in making a different film about Indonesia. One that focused solely on unity and kindness. I think it is healthy and good to experience muslim communities from another perspective than mainstream news as well. Although this is not explicitly focused on, it is an important facet of the documentary.



Viral Popstar and Sound engineer

Audun Kvitland Røstad is running a studio that does sound- and music production for films in Norway. He's educated within Music Technology at the Norwegian University of Science and Technology.

He has been contributing on a number of award winning documentaries and short films, and as a hobby always been active making music. However, a combination of his love for music, traveling and food made his life take a drastic turn when he released a song about his favourite food from his travel in Indonesia in 2016. Over night the song went viral, and changed his life.



Director / Producer

Audun Amundsen is a Norwegian filmmaker, explorer and videographer. He has travelled the world for many years submerging into a wide range of cultures.

Amundsen is the co-producer, videographer, director and writer of his debut film *Newtopia* (www.newtopiafilm.com). He is also the producer, director and videographer of the documentary *Help, I've gone viral!*.

Newtopia has been 15 years in the making and financed by The Norwegian Film Institute, The Norwegian Art Council, Filminvest, Mid Norwegian Film Center, NHK Japan and VGtv. *Nasi Padang - A Viral Adventure* has received funding from Mid Norwegian Film Center and Mid Nordic Film Pitch. It is also commissioned by Gojek Indonesia.

Amundsen is also running a test project for alternative online marketing of films (www.gonzodocs.com) funded by The Norwegian Cultural Department. He is an International Member of The Explorers Club which is an international multidisciplinary professional society dedicated to the advancement of field research and the ideal that it is vital to preserve the instinct to explore. He does lectures internationally about traditional cultures and development, and has reached thousands of students over hundreds of lectures in Norwegian schools.





Co-Producer

Nick is a filmmaker based in SE Asia since 2010 producing and editing a range of documentary and drama for regional broadcasters and cinema. He is a 2020 alumni of Berlinale Talents (Tokyo Edition). In 2013 Nick co-produced and edited Timor Leste's first native language feature film "Beatriz's War". The film premiered at the Adelaide International Film Festival before winning Best Film at the 44th annual India International Film Festival amongst other festival appearances.

Nick produced and edited Ismail Fahmi Lubis' award winning 2019 documentary "Help Is On The Way" for Go Play Indonesia and PTS Taiwan.

Nick has also edited a number of significant films including "Trafficked - The Reckoning" (ABC), "Rosa's Journey" (SBS), "Survival School" (SBS) and "Rising from Silence" (NHK World).

He is currently in production of Arfan Sabran's "Rabiah & Mimi" and Ismail Fahmi Lubis' "Ta-Thung"

Co-Producer



Mark Olsen has been involved with film and television production for over 30 years. Early ambition pursued cinematography, initially with the New Zealand Government film unit. Following on, a steady freelance career resulted in Mark working on the full range of genres including many large budget projects such as Willow, Lord of the Rings and World's Fastest Indian to name but a few. After relocating to Indonesia in 2003, he eventually utilized his experience and knowledge by shifting into Producing, and until comparatively recently was Executive Producer at HJ Production. Mark produced Message Man, an English language feature film in this time as well as an extensive number of FTV's (films for television), lifestyle series, travel shows and documentary projects. In 2016 he left to join the recently formed Two Islands Digital with Nick Calpakdjian.

www.imdb.com/name/nm0647738/

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